

Message Text

UNCLASSIFIED

PAGE 01 STATE 061542

62

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM/SAD/CJOHNSON/POM

APPROVED BY EB/OCA/CM/BEBYRON

COM/SAD/JEMURRIN

COM/GERMANY/EHEISER

COM/DM/WTATGE

COM/DSS/CECHAPMAN

EUR/CE/RCASAGRANDE (INFO)

----- 130306

R 131102Z MAR 76

FM SECSTATE WASHDC

TO AMEMBASSY BONN

UNCLAS STATE 061542

E.O. 11652:NA

TAGS: BEXP, GW

SUBJECT: QUELLE CONSUMER GOODS PROMOTION SEPT 1976

REF: TELCON 3/2/76, COONTZ/GOOTENBERG/JOHNSON

TELCON 3/5/76, COONTZ/JOHNSON

1. REF TO COONTZ/JOHNSON TELCON 3/5/76, COMMERCE APPROVES EMBASSY SIGNING CONTRACT WITH QUELLE FOR SEPT. 1976 BICENTENNIAL CONSUMER GOODS PROMOTION. AUTHORIZATION FOR FUNDING WILL BE CABLED IN FEW DAYS.
2. COMMERCE WILL FUND PROMOTION 25,000 DOLLARS FOR REIMBURSEMENT OF PROMOTION EXPENSES AND QUELLE WILL PURCHASE 2,000,000 DOLLARS WORTH OF U.S. CONSUMER GOODS INCREMENTALLY AND PROMOTE IT IN CATALOG, 117 DEPARTMENT STORES AND 38 PHOTOGRAPHIC SHOPS.
3. SUBMISSION OF BACKGROUND INFORMATION ON QUELLE PROMOTION REQUESTED AS OUTLINED IN STATE 301079, 12/23/75. KISSINGER

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 061542

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 13 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE061542
Document Source: CORE
Document Unique ID: 00
Drafter: SAD/CJOHNSON/POM
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760096-0276
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760363/aaaacdvp.tel
Line Count: 60
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: wolfsd
Review Comment: n/a
Review Content Flags:
Review Date: 02 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <02 JUL 2004 by vandyklc>; APPROVED <30 AUG 2004 by wolfsd>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: QUELLE CONSUMER GOODS PROMOTION SEPT 1976
TAGS: BEXP, GE
To: BONN
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006